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APPLICATION NO.	FILING DATE	FIRST NAMED INVENTOR	ATTORNEY DOCKET NO.	CONFIRMATION NO.
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VEDDER PRICE/ACCENTURE	SHIN, KYUNG H	
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CHICAGO, IL 60601	2143	

DATE MAILED: 04/08/2005

Please find below and/or attached an Office communication concerning this application or proceeding.

		Application No.	Applicant(s)
Office Action Summary		09/817,917	MATHUR ET AL.
		Examiner	**Art Unit**	
		Kyung H Shin	2143	

-- The MAILING DATE of this communication appears on the cover sheet with the correspondence address --

Period for Reply

A SHORTENED STATUTORY PERIOD FOR REPLY IS SET TO EXPIRE _3_ MONTH(S) FROM
THE MAILING DATE OF THIS COMMUNICATION.
- Extensions of time may be available under the provisions of 37 CFR 1.136(a). In no event, however, may a reply be timely filed
  after SIX (6) MONTHS from the mailing date of this communication.
- If the period for reply specified above is less than thirty (30) days, a reply within the statutory minimum of thirty (30) days will be considered timely.
- If NO period for reply is specified above, the maximum statutory period will apply and will expire SIX (6) MONTHS from the mailing date of this communication.
- Failure to reply within the set or extended period for reply will, by statute, cause the application to become ABANDONED (35 U.S.C. § 133).
  Any reply received by the Office later than three months after the mailing date of this communication, even if timely filed, may reduce any
  earned patent term adjustment. See 37 CFR 1.704(b).

Status

1)☒ Responsive to communication(s) filed on _04 November 2004_.

2a)☒ This action is **FINAL**.   2b)☐ This action is non-final.

3)☐ Since this application is in condition for allowance except for formal matters, prosecution as to the merits is
closed in accordance with the practice under *Ex parte Quayle*, 1935 C.D. 11, 453 O.G. 213.

Disposition of Claims

4)☒ Claim(s) _1-32_ is/are pending in the application.

4a) Of the above claim(s) _____ is/are withdrawn from consideration.

5)☐ Claim(s) _____ is/are allowed.

6)☑ Claim(s) _1-32_ is/are rejected.

7)☐ Claim(s) _____ is/are objected to.

8)☐ Claim(s) _____ are subject to restriction and/or election requirement.

Application Papers

9)☐ The specification is objected to by the Examiner.

10)☒ The drawing(s) filed on _26 March 2001_ is/are: a)☒ accepted or b)☐ objected to by the Examiner.

Applicant may not request that any objection to the drawing(s) be held in abeyance. See 37 CFR 1.85(a).

Replacement drawing sheet(s) including the correction is required if the drawing(s) is objected to. See 37 CFR 1.121(d).

11)☐ The oath or declaration is objected to by the Examiner. Note the attached Office Action or form PTO-152.

Priority under 35 U.S.C. § 119

12)☐ Acknowledgment is made of a claim for foreign priority under 35 U.S.C. § 119(a)-(d) or (f).

a)☐ All   b)☐ Some * c)☐ None of:

1.☐ Certified copies of the priority documents have been received.

2.☐ Certified copies of the priority documents have been received in Application No. _____.

3.☐ Copies of the certified copies of the priority documents have been received in this National Stage
application from the International Bureau (PCT Rule 17.2(a)).

* See the attached detailed Office action for a list of the certified copies not received.

Attachment(s)

1)☒ Notice of References Cited (PTO-892)
2)☐ Notice of Draftsperson's Patent Drawing Review (PTO-948)
3)☐ Information Disclosure Statement(s) (PTO-1449 or PTO/SB/08)
Paper No(s)/Mail Date _____.

4)☐ Interview Summary (PTO-413)
Paper No(s)/Mail Date. _____ .
5)☐ Notice of Informal Patent Application (PTO-152)
6)☐ Other: _____.

DETAILED ACTION

Response to Amendment

1.   This action is responding to application papers dated 11/4/2004.

2.   Claims **1 - 32** are pending. Claims **30-32** are new. Independent claims are **1, 9, 16, 21, 27, 28, 29, and 30**.

Response to Arguments

3.   Applicant's arguments with respect to claims 1-32 have been considered but are moot in view of the new ground(s) of rejection.

    3.1   Applicant argues the prior art does not disclose " ... access to a discrete data component from a data source ... ".

       By definition within specification, a data component is any piece of content stored in a content database.   (Specification: page 3, lines 4-6: " ... Each discrete component is any piece of data or information from a given content network that can be digitally represented and stored ... ")   Alexander discloses a content management system utilizing a database. (see Alexander col. 4, lines 44-49; col. 12, lines 12-14: database for content manipulated by content management system, metadata about content stored in database)   Figure 1 discloses a database of content managed by the content management system.

    3.2   Applicant argues the prior art does not disclose " ... associate discrete data component with at least one domain ... ".

By definition within specification, data component is associated with a domain. (i.e. class, category, or a grouping for data) (Specification: page 6, lines 11-13: " ... In one embodiment of the invention, contextual information for each discrete component of data is domain specific. Furthermore, multiple sets of contextual information maybe associate with a given domain ..." ; page 6, lines 18-20: " ... That is, the contextual information may comprise attributes about its corresponding discrete component relating to the source, intended delivery channel and audience or characteristics specific to the discrete component ... ") Alexander disclose grouping of data into classes or categories for storage within database. (see Alexander col. 6, lines 58-63)

3.3   Applicant argues the prior art does not disclose: " ... the generation of enhanced data ... ".

By definition within specification, enhanced data is discrete data component combined with contextual data. (Specification: page 3, lines 14-17: " ... In one embodiment of the present invention, the contextual information is any value-added information that can be added to a discrete component and may comprise, for example, information regarding the source, intended destination or characteristics of the data component or components ... " ; page 3, lines 1-2: " ... In particular, adding contextual information to a plurality of discrete components facilitates the creation of enhance data ... " ;   page 6, lines 1-2: " ... At its core, enhanced data is the result of any discrete component (data) that can have

value-added attributes or information (i.e. contextual information) added thereto

... ")

By definition within specification, contextual information is additional data

related to the source data (i.e. discrete component) This is identical to

metadata, which is defined to be data about stored data.   Alexander discloses a

piece of content (i.e. data component) combined with metadata (i.e. contextual

data) (see Alexander col. 2, lines 49-52; col. 6, lines 23-26) This combination

results in enhanced data, which is also stored within the database.

3.4   Applicant argues the prior art does not disclose " ... operation by another entity

... " and " ... filtering of content from an entity ... ".

Alexander in view of Muyres discloses the capability for the operation (i.e.

digital services) by another entity. (see Muyres paragraph [0152], lines 6-10;

paragraph [0160], lines 1-10) Alexander in view of Muyres discloses the

capability for filtering content (i.e. data component with contextual information) by

the content management system. (see Muyres paragraph 0139, lines 1-5;

paragraph [0209], lines 1-7; paragraph [0386], lines 1-7)

3.5   Applicant argues that the prior art does not disclose: " ... feedback data from

users ... "

Alexander in view of Bell discloses the capability to process feedback

information within a content management system. (see Bell paragraph [0024],

lines 5-7; paragraph [0185], lines 12-19)

3.6   Applicant argues that the prior art does not disclose " ... terms of service..."

Alexander in view of Muyres discloses the capability to process services

within a content management and delivery system. (see Muyres paragraph

[0159], lines 1-7; paragraph [0166], lines 4-8; paragraph [0191], lines 1-8)

4.   The text of Title 35, U.S. Code not included in this action can be found in a prior

Office action.

Claim Rejections - 35 USC § 102

5.   Claims 1 - 6, 9, 10, 12, 21 - 24, 26 - 28 are rejected under 35 U.S.C. 102(e) as

being anticipated by Alexander et al. (US Patent No. 6,732,331).

Regarding Claims 1 (Original), Alexander discloses a method, of associating

contextual information with discrete components of data, the method comprising:

    a) accessing at least one discrete component of data from at least one data source;

        (see Alexander col. 2, lines 57-59: "... _managing content_ organized ... _using_

        metadata.") content (i.e. component of data)

b) associating said at least one discrete component of data with at least one

domain; (see Alexander col. 2, lines 49-52: *"... managing content ...for use in*

Web pages ... generates templates containing <u>data describing data,</u> known as

<u>*metadata.*</u>*")*

c) adding domain specific contextual information to said at least one discrete

component of data to provide enhanced data. (see Alexander col. 2, lines 65-67:

"Each <u>data entry element</u> includes a set of information attributes describing the

data entry element.") enhanced data equals content (i.e. discrete data) plus

metadata (i.e. contextual information)

Regarding Claim 2 (Currently Amended), Alexander discloses the method of claim 1,

further <u>including</u> the step of: assigning access rights to the enhanced data. (see

Alexander col. 4, lines 57-63: *" ... controls <u>access permissions</u> to data managed by the*

content management framework ... provide <u>authorized personnel</u> with <u>access to create,</u>

<u>*update and delete*</u> *<u>templates</u> and <u>data</u> ... ")*

Regarding Claim 3 (Currently Amended), Alexander discloses the method of claim 1,

further <u>including</u> the step of: assigning usage rules to the enhanced data. (see

Alexander col. 4, lines 57-63: *"... grant or deny access to view individual data elements*

on Web pages created from the data ... ")

Regarding Claim 4 (Currently Amended), Alexander discloses the method of claim 1,

further <u>including</u> step of: encoding the enhanced data with a markup language. (see

Alexander col. 4, lines 26-29: " ... *Web server 17 and clients communicate using the*

HyperText Transport Protocol (HTTP) ... Web page is written in the <u>HyperText Markup</u>

<u>Language (HTML)</u> ... ")

Regarding Claim 5 (Original), Alexander discloses the method of claim 4, wherein the

markup language comprises the Extensible Markup Language. (see Alexander col. 4,

lines 31-33: " ... *tag-delimited languages, such as the <u>Extensible Markup Language</u>*

<u>(XML)</u> can also be used.")

Regarding Claim 6 (Original), Alexander discloses the method of claim 1, further

including the steps of:

a) associating said at least one discrete component of data with a second domain',

(see Alexander col. 6, lines 23-26: " ... <u>*one or more metadata template*</u> *... which*

each describe information about the data stored in Web pages ...") one or more

different metadata templates describe one or more different categories (i.e.

domains)

b) adding domain specific contextual information to said at least one discrete

component of data to provide second enhanced data. (see Alexander col. 2, lines

65-67: " ... <u>*data entry element*</u> *includes a set <u>of information attributes describing</u>*

the data ... ") content plus metadata (i.e. contextual information) equals (i.e.

enhanced data equal)

Regarding Claim 9 (Currently Amended), Alexander discloses a method of delivering

enhanced data through at least one digital identity comprising the steps of:

a) receiving a request through at least one digital identity for enhanced data from a

   requestor, the enhanced data including contextual information added to at least

   one discrete component of data; (see Alexander col. 4, lines 19-23: " ... *Web*

   server... a content management framework ... Web pages are retrieved from a

   storage device ... sent to the requesting client.") web server (i.e. digital identity)

   receives an enhanced data request

b) using a digital identity to compare an identification of the requestor to access

   rights; (see Alexander col. 4, lines 50-56: " ... *content management framework*

   18 can operate in conjunction with associated applications ... functional modules:

   *authorization ... *") requestor (i.e. requesting client) access controls checked

c) transmitting from the digital identity to an enhanced content source an approval to

   release enhanced data; (see Alexander col. 5, lines 12-14: "... *authorization*

   module ... to limit exchanged data to only that data to which the participants are

   *authorized ... *") determine that requestor is authorized, then enhanced data

   released)

d) transmitting enhanced data from the enhanced content source to the requestor.

   (see Alexander col. 6, lines 45-49: "... *request* from a client ... retrieves the XML

document 56 ... combined with metadata retrieved from the SQL server

database ... ")

Regarding Claim 10 (Original), Alexander discloses the method of claim 9, further

including the step of: comparing at the digital identity an intended use of the enhanced

data to usage rules. (see Alexander col. 4, lines 57-63: *" ... controls access*

permissions to data managed by the content management framework ... grant or deny

access ... ") usage rules applied to data

Regarding Claim 12 (Original), Alexander discloses the method of claim 9, wherein the

digital identity is associated with an entity and is operated by the entity (see Alexander

col. 4, lines 19-23: " ... server 11 includes...applications, a Web server..."; and col. 4,

lines 23-24: *"Web pages are retrieved from a storage device ... sent to the requesting*

client.") web server (i.e. digital identity) entity controls operation of content

management entity.

Regarding Claim 21 (Original), Alexander discloses a computer-readable medium

having stored thereon a data structure comprising:

a) at least one discrete component of data from at least one data source; (see

Alexander col. 2, lines 57-59)

b) first contextual information that enhances said at least one discrete component of

data for a first domain; (see Alexander col. 2, lines 49-52)

    c) second contextual information that enhances said at least one discrete

        component of data for a second domain; (see Alexander col. 2, lines 65-67)

    d) wherein the first domain is different from the second domain. (see Alexander col.

        1, lines 42-51)

Regarding Claims 22, 23 (Original), Alexander discloses the computer readable

medium of claims 21, 22, wherein the data structure is encoded with a markup language

and/or Extensible Markup Language. (see Alexander col. 4, lines 26-29: markup

languages utilized)

Regarding Claims 24, 26 (Original), Alexander discloses the computer readable

medium of claim 21, further including a data field defining usage and access rules. (see

Alexander col. 4, lines 57-63: usage and access rules)

Regarding Claim 27 (Original), Alexander discloses a computer-readable medium

having computer-executable instructions for performing the steps comprising:

    a) accessing at least one discrete component of data from at least one data source;

        (see Alexander col. 2, lines 57-59)

    b) associating said at least one discrete component of data with at least one

    domain; (see Alexander col. 2, lines 49-52)

    c) adding domain specific contextual information to said at least one discrete

        component of data to provide enhanced data. (see Alexander col. 2, lines 65-67)

Regarding Claim 28 (Currently Amended), Alexander discloses a computer-readable

medium having computer-executable instructions for performing the steps comprising:

  a) receiving a request through at least one digital identity for enhanced data from a

     requestor, the enhanced data including contextual information added to at least

     one discrete component of data; (see Alexander col. 4, lines 19-23)

  b) using a digital identity to compare an identification of the requestor to access

     rights; (see Alexander col. 4, lines 50-56)

  c) transmitting from the digital identity to an enhanced content source an approval to

     release adding domain specific contextual information to said at least one discrete

     component of data to enhanced data; (see Alexander col. 5, lines 12-14).

  d) transmitting enhanced data from the enhanced content source to the requestor.

     (see Alexander col. 6, lines 45-49)

Claim Rejections - 35 USC § 103

6. Claims 7, 14, 15, 25 are rejected under 35 U.S.C. 103(a) as being unpatentable

over by Alexander in view of Bell et al. (US PGPUB Application No. 20020120501)

Regarding Claim 7 (Original), Alexander discloses a content management system with

the capability to manage enhanced data. (see Alexander col. 4, lines 19-23; col. 2, lines

49-52: content management system with enhanced data)   Alexander does not

specifically disclose the capability to process feedback information. However, Bell

discloses the method of claim 1, further including the steps of:

a) receiving feedback data from a user of the enhanced data; (see Bell paragraph

[0024], lines 5-7; paragraph [0185], lines 12-19: feedback data processing

capability for managed content)

b) modifying the enhanced data to include the feedback data. (see Bell paragraph

[0024], lines 5-7; paragraph [0185], lines 12-19: feedback data processing

capability for managed content)

It would have been obvious to one of ordinary skill in the art at the time the

invention was made to modify Alexander to process feedback information within the

content management system as taught by Bell. One of ordinary skill in the art would

be motivated to employ Bell in order to enable effective, efficient marketing and

distribution of content. (see Bell paragraph [0004], lines 9-14: " ... *identify potentially*

successful content ... monitor audience or consumer reaction ... tailor marketing and

promotion ... based on such information ... "; paragraph [0025], lines 12-16: " ...

leverage the real-time distribution and information-gathering potential of the

connected environment to allow more effective, efficient and profitable identification,

financing, production, marketing and distribution of any form of content ... ")

Regarding Claim 14 (Original), Alexander discloses a content management system

with capabilities to manage enhanced data. (see Alexander col. 4, lines 19-23; col. 2,

lines 49-52: content management system utilizing enhanced data) Alexander does not

specifically disclose the capability to process feedback information. However, Bell

discloses the method of claim 9, further including the step of: transmitting feedback

rules from the enhanced content source to the requestor. (see Bell paragraph [0024],

lines 5-7; paragraph [0185], lines 12-19: feedback data processing capability for

managed content)

It would have been obvious to one of ordinary skill in the art at the time the

invention was made to modify Alexander to process feedback information within the

content management system as taught by Bell. One of ordinary skill in the art would be

motivated to employ Bell in order to enable effective, efficient marketing and distribution

of content. (see Bell paragraph [0004], lines 9-14; paragraph [0025], lines 12-16)

Regarding Claim 15 (Original), Alexander discloses a content management system

with capabilities to manage enhanced data. (see Alexander col. 4, lines 19-23; col. 2,

lines 49-52: content management system with enhanced data)   Alexander does not

specifically disclose the capability to process feedback information. However, Bell

discloses the method of claim 14, wherein the feedback rules comprise an incentive for

the requestor to provide feedback. (see Bell paragraph [0024], lines 5-7; paragraph

[0185], lines 12-19: feedback data processing capability for managed content)

It would have been obvious to one of ordinary skill in the art at the time the

invention was made to modify Alexander to process feedback information within the

content management system as taught by Bell. One of ordinary skill in the art would be

motivated to employ Bell in order to enable effective, efficient marketing and distribution of content. (see Bell paragraph [0004], lines 9-14; paragraph [0025], lines 12-16)

Regarding Claim 25 (Original), Alexander discloses a content management system with capabilities to manage enhanced data. (see Alexander col. 4, lines 19-23; col. 2, lines 49-52: content management system with enhanced data)   Alexander does not specifically disclose the capability to process feedback information. However, Bell discloses the computer readable medium of claim 21, further including a data field defining feedback rules. (see Bell paragraph [0024], lines 5-7; paragraph [0185], lines 12-19: feedback data processing capability for managed content)

It would have been obvious to one of ordinary skill in the art at the time the invention was made to modify Alexander to process feedback information within the content management system as taught by Bell. One of ordinary skill in the art would be motivated to employ Bell in order to enable effective, efficient marketing and distribution of content. (see Bell paragraph [0004], lines 9-14; paragraph [0025], lines 12-16)

7. Claim 8 is rejected under 35 U.S.C. 103(a) as being unpatentable over by Alexander in view of Bowman-Amuah (US Patent No. 6,697,824)

Regarding Claim 8 (Original), Alexander does not explicitly disclose real-time process, however, Bowman-Amuah discloses wherein the adding step is performed in real-time. (see Bowman-Amuah col. 37, lines 9-12: " ... *Content and information is personalized for the user in __real time__--while the user interacts with the application or site."* ; col. 18,

lines 32-36: " ... *mission-critical high-volume transaction delivery vehicle may require*

special performance tuning tools ... as well as real-time monitoring tools ... ")

It would have been obvious to one of ordinary skill in the art at the time of the

invention was made to modify Alexander to incorporate steps performed for real-time

content processing as taught in Bowman-Amuah. One of ordinary skill in the art would

be motivated to modify Alexander to employ the invention of Bowman-Amuah in order to

improve performance by providing user interface components for dynamic Web access.

(see Bowman-Amuah col. 10, lines 7-19)

8. Claims 11, 13, 16, 17, 18, 29 - 32 are rejected under 35 U.S.C. 103(a) as being

unpatentable over by Alexander in view of Muyres et al. (US PGPUB Application

No. 20010020046).

Regarding Claim 11 (Original), Alexander discloses a content management system

with capabilities to manage enhanced data. (see Alexander col. 4, lines 19-23; col. 2,

lines 49-52: content management system with enhanced data)   Alexander does not

specifically disclose the processing of available services by the content management

system. However, Muyres discloses the method of claim 9, wherein the digital identity

is associated with an entity and is operated by a party other than the entity.   (see

Muyres paragraph [0159], lines 1-7; paragraph [0166], lines 4-8; paragraph [0191], lines

1-8: available services from content management system)

It would have been obvious to one of ordinary skill in the art at the time the invention was made to modify Alexander to manage services available to client-server entities as taught by Muyres. One of ordinary skill in the art would be motivated to employ Muyres in order to utilized automated and dynamic communications and services, complex purchase mechanisms. (see Muyres paragraph [0025], lines 1-3: " ... *entirely automated communications and outside services* ... "; paragraph [0071], lines 5-9: " ... *facilitates complex purchase scenarios ... dynamically provides service to* ... ")

Regarding Claim 13 (Original), Alexander discloses a content management system with capabilities to manage enhanced data. (see Alexander col. 4, lines 19-23; col. 2, lines 49-52: content management system with enhanced data) Alexander does not specifically disclose the processing of transactions by the content management system. However, Muyres discloses the method of claim 9, wherein the digital identity is associated with an entity and the enhanced content source is operated by a party other than the entity. (see Muyres paragraph [0152], lines 6-10; paragraph [0160], lines 1-10: transactions between multiple entities (i.e. customer, server, clearinghouse, financial) completed)

It would have been obvious to one of ordinary skill in the art at the time the invention was made to modify Alexander to manage services available to client-server entities as taught by Muyres. One of ordinary skill in the art would be motivated to employ Muyres in order to utilized automated and dynamic communications and

services, complex purchase mechanisms. (see Muyres paragraph [0025], lines 1-3 ;

paragraph [0071], lines 5-9)

Regarding Claim 16 (Currently Amended), Alexander discloses a content management

system with capabilities to manage enhanced data. (see Alexander col. 4, lines 19-23;

col. 2, lines 49-52: content management system with enhanced data)   Alexander does

not specifically disclose the processing of available services by the content

management system.   However, Muyres discloses a method of obtaining information

about services that may be of interest to a user, the method comprising:

d) generating at least one decision parameter based on profile and preference

   information; (see Alexander col. 4, lines 57-63: *"Authorization module 22 controls*

   access permissions to data managed by the content management

   framework...provide authorized personnel... grant or deny access to view

   individual data elements") decision parameter: access controls

a) discovering at least one service offered by at least one entity connected to at

   least one computer network; (see Muyres paragraph [0159], lines 1-7; paragraph

   [0166], lines 4-8; paragraph [0191], lines 1-8: available services processing with

   content management system)

b) receiving content from said at least one entity that includes terms of said at least

   one service; (see Muyres paragraph [0159], lines 1-7; paragraph [0166], lines 4-

   8; paragraph [0191], lines 1-8: services processing with content management

   system)

c) filtering the content to determine whether the content satisfies at least one

   predetermined rule (see Muyres paragraph [0139], lines 1-5; paragraph [0209],

   lines 1-7], paragraph [0386], lines 1-7; filtering of content)

e) determining whether the terms of said at least one service are acceptable based

   on at least one decision parameter. (see Muyres paragraph [0159], lines 1-7;

   paragraph [0166], lines 4-8; paragraph [0191], lines 1-8: services processing with

   content management system)

   It would have been obvious to one of ordinary skill in the art at the time the

invention was made to modify Alexander to manage services available to client-

server entities as taught by Muyres. One of ordinary skill in the art would be

motivated to employ Muyres in order to utilized automated and dynamic

communications and services, complex purchase mechanisms. (see Muyres

paragraph [0025], lines 1-3 ; paragraph [0071], lines 5-9)

Regarding Claim 17 (Original), Alexander discloses a content management system

with capabilities to manage enhanced data. (see Alexander col. 4, lines 19-23; col. 2,

lines 49-52: content management system with enhanced data)   Alexander does not

specifically disclose the processing of available services by the content management

system.   However, Muyres discloses the method of claim 16, wherein the discovering

step is performed dynamically.   (see Muyres paragraph [0159], lines 1-7; paragraph

[0166], lines 4-8; paragraph [0191], lines 1-8: services processing with content

management system)

It would have been obvious to one of ordinary skill in the art at the time the invention was made to modify Alexander to manage services available to client-server entities as taught by Muyres. One of ordinary skill in the art would be motivated to employ Muyres in order to utilized automated and dynamic communications and services, complex purchase mechanisms. (see Muyres paragraph [0025], lines 1-3 ; paragraph [0071], lines 5-9)

Regarding Claim 18 (Original), Alexander discloses a content management system with capabilities to manage enhanced data. (see Alexander col. 4, lines 19-23; col. 2, lines 49-52: content management system with enhanced data)   Alexander does not specifically disclose the processing of available services by the content management system.   However, Muyres discloses the method of claim 16, further including the step of: negotiating with the at least one entity. (see Muyres paragraph [0159], lines 1-7; paragraph [0166], lines 4-8; paragraph [0191], lines 1-8: services processing with content management system)

It would have been obvious to one of ordinary skill in the art at the time the invention was made to modify Alexander to manage services available to client-server entities as taught by Muyres. One of ordinary skill in the art would be motivated to employ Muyres in order to utilized automated and dynamic communications and services, complex purchase mechanisms. (see Muyres paragraph [0025], lines 1-3 ; paragraph [0071], lines 5-9)

Regarding Claim 29 (Original), Alexander discloses a computer-readable medium

having computer-executable instructions for performing the steps comprising:

   d) generating at least one decision parameter based on profile and preference

      information; (see Alexander col. 4, lines 57-63)

   a) discovering at least one service offered by at least one entity connected to at

      least one computer network; (see Muyres paragraph [0159], lines 1-7; paragraph

      [0166], lines 4-8; paragraph [0191], lines 1-8: services processing with content

      management system)

   b) receiving content from said at least one entity that includes terms of said at least

      one service; (see Muyres paragraph [0159], lines 1-7; paragraph [0166], lines 4-

      8; paragraph [0191], lines 1-8: services processing with content management

      system)

   c) filtering the content to determine whether the content satisfies at least one

      predetermined rule   (see Muyres paragraph [0139], lines 1-5; paragraph [0209],

      lines 1-7], paragraph [0386], lines 1-7; filtering of content)

   e) determining whether the terms of said at least one service are acceptable based

      on at least one decision parameter. (see Muyres paragraph [0159], lines 1-7;

      paragraph [0166], lines 4-8; paragraph [0191], lines 1-8: services processing with

      content management system)

      It would have been obvious to one of ordinary skill in the art at the time the

invention was made to modify Alexander to manage services available to client-

server entities as taught by Muyres. One of ordinary skill in the art would be

motivated to employ Muyres in order to utilized automated and dynamic

communications and services, complex purchase mechanisms. (see Muyres

paragraph [0025], lines 1-3 ; paragraph [0071], lines 5-9)

Regarding Claim 30 (New), Alexander discloses a content management system

utilizing enhanced data within multiple domains that creates enhanced data

comprising: gathering at least one discrete component of data from at least one

data source; associating the at least one discrete component of data with at least

one domain; and adding domain specific contextual information to said at least

one discrete component of data to create enhanced data.   (see Alexander col. 4,

lines 19-23; col. 2, lines 49-52: content management system with enhanced data)

Alexander does not disclose transactions between more multiple entities.

However, Muyres discloses a method of creating enhanced data comprising:

completing a transactions with a first entity by a second entity; completing a

multiple transactions by the second entity. (see Muyres paragraph [0152], lines

6-10; paragraph [0160], lines 1-10: transactions between multiple entities (i.e.

customer, server, clearinghouse, financial) completed)

It would have been obvious to one of ordinary skill in the art at the time the

invention was made to modify Alexander to manage services available to client-server

entities as taught by Muyres. One of ordinary skill in the art would be motivated to

employ Muyres in order to utilized automated and dynamic communications and

services, complex purchase mechanisms. (see Muyres paragraph [0025], lines 1-3 ;

paragraph [0071], lines 5-9)

Regarding Claim 31 (New), Alexander discloses a content management system

utilizing enhanced data.   (see Alexander col. 4, lines 19-23; col. 2, lines 49-52:

content management system with enhanced data)   Alexander does not disclose

transactions between more multiple entities.   However, Muyres discloses the

method of claim 30, further comprising: completing a transaction between at

least one third party entity by the second entity based on a digital identity of the

third party. (see Muyres paragraph [0152], lines 6-10; paragraph [0160], lines 1-

10: transactions between multiple entities (i.e. customer, server, clearinghouse,

financial) completed)

It would have been obvious to one of ordinary skill in the art at the time the

invention was made to modify Alexander to manage services available to client-server

entities as taught by Muyres. One of ordinary skill in the art would be motivated to

employ Muyres in order to utilized automated and dynamic communications and

services, complex purchase mechanisms. (see Muyres paragraph [0025], lines 1-3 ;

paragraph [0071], lines 5-9)

Regarding Claim 32 (New), Alexander discloses a content management system

utilizing access and usage rights for enhanced data. (i.e. contextual information)

(see Alexander col. 4, lines 19-23; col. 2, lines 49-52; col. 4, lines 57-63: content

management system with access rights to enhanced data)   Alexander does not

disclose transactions between more multiple entities.   However, Muyres

discloses the method of claim 30, wherein at least one of access rights

information and usage rules to the at least one third entity is based on at least

one of the access rights information and usage rules. (see Muyres paragraph

[0152], lines 6-10; paragraph [0160], lines 1-10: transactions between multiple

entities (i.e. customer, server, clearinghouse, financial) completed)

It would have been obvious to one of ordinary skill in the art at the time the

invention was made to modify Alexander to manage services available to client-server

entities as taught by Muyres. One of ordinary skill in the art would be motivated to

employ Muyres in order to utilized automated and dynamic communications and

services, complex purchase mechanisms. (see Muyres paragraph [0025], lines 1-3 ;

paragraph [0071], lines 5-9)

9. Claims 19, 20 are rejected under 35 U.S.C. 103(a) as being unpatentable over

by Alexanderand - Muyres et al. as applied to claim 16 above, and further in view

of Bowman-Amuah (US Patent No. 6,697,824)

Regarding Claim 19 (Original), Alexander discloses a web server providing content

utilizing enhanced data to users. (see Alexander col. 4, lines 19-23; col. 2, lines 49-52:

content management system with enhanced data)   Alexander does not disclose

financial (billing) information transferred from the user to purchase the content.

However, Bowman-Amuah discloses financial (billing) information transferred from the user to complete a transaction. (see Bowman-Amuah col. 80, lines 54-61: *" ... user decides to purchase the items ... prompted for shipping and payment information. ... routes it to the payment services function ... "*) Customer information provided to complete transaction.

It would have been obvious to one of ordinary skill in the art at the time of the invention was made to modify Alexander to incorporate a financial information transfer as taught in Bowman-Amuah. One of ordinary skill in the art would be motivated to modify Alexander to employ the invention of Bowman-Amuah in order to enhance the content managing by providing increased complexity of interaction for financial services for clients-server processing. (see Bowman-Amuah col. 2, lines 4-13)

Regarding Claim 20 (Original), Alexander discloses a web server providing content utilizing enhanced data to users. Alexander does not disclose monitoring financial (billing) transactions and updating personal information after financial (billing) transactions. However, Bowman-Amuah discloses:

a) monitoring a transaction involving the at least one service; . (see Bowman-Amuah col. 45, lines 36-41: *" ... information can be captured directly from the user's interaction with the site ... "*)

b) modifying the profile and preference information as a result of the monitoring step. (see Bowman-Amuah col. 45, lines 36-41: *" ... profile strategy has been defined ... capturing the information ... data may require refinement ...*

information can be captured directly from the user's interaction with the site ... ")

Update customer information.

It would have been obvious to one of ordinary skill in the art at the time of the invention was made to modify Alexander to incorporate monitoring of financial (i.e. billing) transactions and updating personal information after financial transaction completion as taught in Bowman-Amuah. One of ordinary skill in the art would be motivated to modify Alexander to employ the invention of Bowman-Amuah in order to enhance content management by properly and effectively protecting transactions and delivery of profile information to merchants in the complexity of managing financial services for client-server processing. (see Bowman-Amuah col. 81, lines 26-33)

Conclusion

10.   Applicant's amendment necessitated the new ground(s) of rejection presented in this Office action. Accordingly, **THIS ACTION IS MADE FINAL**. See MPEP § 706.07(a). Applicant is reminded of the extension of time policy as set forth in 37 CFR 1.136(a).

A shortened statutory period for reply to this final action is set to expire THREE MONTHS from the mailing date of this action. In the event a first reply is filed within TWO MONTHS of the mailing date of this final action and the advisory action is not mailed until after the end of the THREE-MONTH shortened statutory period, then the shortened statutory period will expire on the date the advisory action is mailed, and any

extension fee pursuant to 37 CFR 1.136(a) will be calculated from the mailing date of

the advisory action. In no event, however, will the statutory period for reply expire later

than SIX MONTHS from the date of this final action.

11. Any inquiry concerning this communication or earlier communications from the

examiner should be directed to Kyung H Shin whose telephone number is (571) 272-

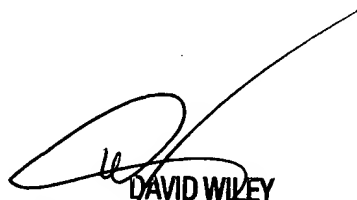3920. The examiner can normally be reached on 9 am - 7 pm.

If attempts to reach the examiner by telephone are unsuccessful, the examiner's

supervisor, David A Wiley can be reached on (571) 272-3923. The fax phone number

for the organization where this application or proceeding is assigned is 703-872-9306.

Information regarding the status of an application may be obtained from the

Patent Application Information Retrieval (PAIR) system. Status information for

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you have questions on access to the Private PAIR system, contact the Electronic

Business Center (EBC) at 866-217-9197 (toll-free).

KHS

Kyung H Shin
Patent Examiner
Art Unit 2143

KHS
Apr. 3, 2005

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